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ABSTRACT

This final report discusses the principal goals and achievements of the journal project "Language and Language Behavior Abstracts" during 1971. The objectives during this grant period were increasing income, improving the scholarly qualities of the journal, reducing operating costs where possible, and improving accessibility to scholars. Problems and progress in these areas are discussed. The appendixes include letters and announcements issued during the year to increase journal circulation and advertising. (VM)

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Final Report

Contract OEC-0-71-2420(823)

ED 066978

LANGUAGE AND LANGUAGE BEHAVIOR ABSTRACTS

The University of Michigan
220 East Huron Street
Ann Arbor, Michigan 48108

January 31, 1972

Frank M. Koen
Project Director

U.S. DEPARTMENT OF HEALTH, EDUCATION & WELFARE
OFFICE OF EDUCATION

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U. S. Department of Health, Education, and Welfare

Office of Education
Institute of International Studies

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The work reported herein was performed pursuant to a contract with the Office of Education, U. S. Department of Health, Education, and Welfare, and under provisions of Title VI, Section 602, of the National Defense Education Act, Public Law 85-864, as amended.

U. S. Department of Health, Education, and Welfare

Office of Education
Institute of International Studies

Final Report

Contract No. OEC-0-71-2420(823)

Period: February 1, 1971 to January 31, 1972

Date of Submission: April 29, 1972

Name of Institution: University of Michigan

Title of Project: Language and Language Behavior Abstracts

Project Director: Frank M. Koen

Division of Foreign Studies
Institute of International Studies

1. MAJOR ACTIVITIES AND ACCOMPLISHMENTS DURING THIS PERIOD

The principal goals of Language and Language Behavior Abstracts during the grant period have been: first, increasing income; second, improving the scholarly qualities of the journal; third, reducing operating costs where possible; and fourth, making substantial progress toward improving the accessibility to scholars of the more than 17,000 abstracts that have been produced in the five years of the journal's existence.

The year has shown progress in all areas. Since February 1, the number of subscribers has increased from 1118 to 1206, of which 61 were added in the last three-month period. Revenues from all sources for 1971 were \$62,500. This level of income permitted LLBA to maintain and expand its operations, though its subsidy (from National Library of Medicine and from the Office of Education) decreased from \$50,000 in 1970 to \$40,000 in 1971.

With regard to the second goal, the number of abstracts in Vol. V (1971) was 6214, an increase over 1970 of approximately 30%. During the grant period, LLBA published one issue of Vol. IV, four of Vol. V, and completed virtually all editorial work for the first issue of Vol. VI. Two copies of each of the published issues are being forwarded under separate cover. In addition, the average length of abstracts has increased by 10% and the number of primary journals regularly screened for articles has increased by 180 during 1971, of which 30 were added after November 1. LLBA has adopted a policy of cooperation with other abstracting services to ensure comprehensive non-overlapping coverage of the world's literature in the language sciences.

In this informal network, it has a unique position in the inter-disciplinary areas, especially in languages other than English. It continuously monitors all known relevant primary journals, and as new publications appear or as established journals begin incorporating appropriate articles, they are added to our list for regular screening. Thus complete and up-to-date information is made available to scholars in any of the 25 disciplines represented in LLBA who want to keep in touch with different methodological approaches to a given problem.

With respect to the third goal, the budget for paid subscriptions to primary journals was reduced by \$2,000 during the grant period, through increased complimentary subscriptions. The continued use of undergraduate students as coders and abstractors under the Federal Work-Study program has also helped to reduce editorial costs. In addition, savings are effected when primary journals from which few articles are abstracted are no longer regularly screened.

A problem that has vexed the users of LLBA for some time has been the difficulty of locating the abstracts that are relevant to a given research question. This has been occasioned by the fact that, during its first five years, LLBA has not contained a subject index. An informal experiment was conducted in the editorial offices during 1971 to obtain an estimate of the amount of time that might be saved in carrying out a literature search on a given question. The Executive Editor, after some examination of back issues of LLBA, chose two articles whose contents were similar enough to make them both relevant to the same reasonable research question. The question as stated was: identify the pathological populations which have been tested with the Peabody Picture Vocabulary Test; the general trend of the results for each population; and the correlation between PPVT results and other diagnostic devices. (For the reader's information, PPVT is asserted to be appropriate--and is used--for quick, gross estimates of intelligence in young children and in those with language handicaps). This question was given to an undergraduate student working in the LLBA offices, and who was familiar with the journal, with instructions to identify the locations of all abstracts (in LLBA) which might be relevant to the question. No other information was given, except that the search was part of the editor's current research. The task entailed the scanning of virtually every page of 17 issues.

After almost 10 hours, the student identified 20 relevant abstracts, but missed one of the two chosen originally by the editor. The same question was then assigned "all possibly relevant subject index headings" from the set that is being used for the index, by an Associate Editor of the journal. It was estimated that individually checking each of the abstracts that would be listed under any of these descriptors would require about 3 hours, and that approximately the same group of directly relevant items would be unearthed. This last operation obviously could not be carried out, because the index does not yet exist. By comparing the time investments required to identify roughly the same group of items, but following two different procedures, it is possible to obtain a rough picture of the need and usefulness of a cumulative index to LLBA.

Through Vol. V, LLBA published more than 17,000 abstracts. It became clear during the year that a cumulative index was needed, and that it should be followed by annual indexes to each volume. The cumulative index, upon which work was begun during the grant period, will have four parts: a subject index, an author index, a book review index, and a list of all the primary publications from which articles on language have been abstracted. Announcements were first mailed in April 1971, and by November 1, 390 orders had been received, which total grew to 519 by January 31, 1972. The coding system has been completed, and a large part of the programming needed for computer generation of the subject index has been done. Estimated publication date is in the second quarter of 1972. It seems clear that subscribers see the Cumulative Index as meeting a need, and that the enterprise will pay for itself.

2. PROBLEMS

It was pointed out in an earlier progress report that the cost of the Cumulative Index will be approximately twice the original estimate of \$15,000. The principal effect of this development is that it will not generate the extra direct revenue that was hoped for--thus reducing the overall LLBA deficit. However, it is almost certain to be self-supporting, and in the long run may well prove to be of economic benefit to the journal as a whole. This conclusion follows from the expectation that the Cumulative Index will make LLBA itself more attractive to scholars, and that it will stimulate the sale of back issues (which sell for many times the cost of re-printing). It is worth noting that there have been regular decreases in LLBA's operating deficit during each of the past several years, from \$50,000 in 1969 to \$25,700 in 1971, and this constitutes an encouraging sign of progress toward economic self-sufficiency. The estimated deficit for 1972 is less than \$10,000.

The work of LLBA--and of all other abstracting services--would be greatly reduced (with consequent reduction in costs) if primary journals required their authors to prepare abstracts of submitted articles. During 1971, LLBA, in conjunction with Psychological Abstracts, Sociological Abstracts, dsh Abstracts (Deafness, Speech & Hearing Abstracts), and Abstracts for Social Workers, formed the Council of Abstracting Services. This resulted in a joint appeal in the form of 600 letters to the editors of primary journals to require abstracts from their authors. This action has just recently begun to bear fruit. While little progress could be reported in an earlier progress report, current indications are that over 50 journals responded positively to the request.

Another goal properly within the sphere of the Council of Abstracting Services was the exchange of abstracts. Problems of the number of abstracts to be produced by each service, the form of the abstracts, and the time lag between appearance of an original article and publication of the corresponding abstract--reported in an earlier progress report--have persisted, and during recent months the trial exchange arrangement with Psychological Abstracts has had to be abandoned. Perhaps other forms of cooperation among the members of the Council (and with other services) can be developed, such as sharing information on production and editorial procedures, and techniques for securing clearly informative abstracts economically.

One of the foremost criteria for a secondary journal is the timeliness of its coverage of the target literature--meaning a minimum elapsed time between the appearance of an article in a primary journal and the availability of an informative abstract of it. For some time LLBA's maximum elapsed time has been six months; we had hoped to reduce it to four and one half months during 1971--meaning that articles appearing in primary journals in the second quarter of the year would be represented in an issue (Vol. V, No. 3) that would be mailed in August. However, the issue was not actually published until December, although it was quickly followed in January by Vol. V, No. 4. The delay was largely attributable to a local commercial firm which handled the composition work for LLBA. New arrangements have been made with a different company, which uses computerized techniques to perform the task. So far, there have been some vexing complications associated with debugging the computer program, but once these are solved, there is realistic expectation of achieving the goal of placing informative abstracts in the hands of our subscribers within four weeks after the end of the period covered (e.g., LLBA abstracts of the December-February literature can be expected to appear during April). The editorial time-lag has already been eliminated--articles are regularly abstracted, coded and fully prepared for computer input within one week after receipt of the primary journal.

References in the November progress report to cooperation with the Center for Applied Linguistics in coordinating coverage of certain areas of the literature have been followed by disappointment, because the Center's two proposed journals Language and Automation and Language in Society and Education have not begun publication. LLBA remains hopeful that, if and when these two journals are reactivated or any new abstracting services are proposed, discussions of cooperative arrangements about coverage and abstract format can be conducted while planning is still open and flexible. Our experience in attempting to coordinate operations with established journals leads to the conclusion that really effective articulation of effort may only be feasible if undertaken at this early (pre-operational) stage. It would seem that a case could be made for urging funding agencies to know not only the editorial policies of journals, but to function as a liaison mechanism between them and proposed new publication efforts. The overall benefit could be substantial, on both scholarly and economic grounds.

Besides the increases in the number of journals regularly screened, the number of abstracts published and the length of abstracts, the number of different languages in which the original articles were written has increased from 25 to 32--thus accentuating even more the international and interdisciplinary nature of LLBA. During the summer of 1971, the advisability of eliminating LLBA's Paris, France office was considered in the interests of savings in operating costs. The move was rejected at that time because almost all abstracting of non-English language journals was done there, and it was thought that such a step implied either the abandonment of coverage of that literature or greatly increased costs. Continued coverage was considered essential since 42% of our subscriptions come from foreign countries, and 25% of the abstracts are taken from non-English journals. However, the cost of production of the abstracts in Paris rose sharply late in 1971, while the number that was supplied decreased and the time lag between appearance of the original article and availability of the abstract lengthened. Careful study of the situation, conducted partly in Paris, led to recommendations for revised editorial procedures. However, the problem persisted and only recently has the decision been reached to transfer all operations of the Paris office to Ann Arbor. Inquiries among local groups of English-other language bilinguals have shown that the necessary linguistic skills are available here and there is every indication that increased economy and efficiency will follow the move.

3. SIGNIFICANT EVENTS

During the grant period, a decision was reached to add a subject index to each issue of LLBA, beginning with Vol. VI (1972), and an annual author, subject, book review, and journal index to each subscription. This will improve the accessibility of items in the journal, and will continue the policy first implemented with the five-year cumulative index. It will also make LLBA more useful to scholars in the language sciences, thereby attracting more subscriptions and so contributing to its continued existence. Subscription rates for Vol. VI were increased by \$15 for this new service. In order to produce these new indexes, it was necessary to have the composition of the journal done by new, somewhat more expensive, techniques, but the price increase is expected to more than defray these new expenses. These techniques call for the use of a Magnetic Card Selectric Typewriter which produces corrected and coded output in a form that can be read directly by the computer which now carries out composition of the journal and generates and arranges index entries. LLBA now leases such a machine and also uses it for producing multiple copies of letters, order forms, and advertising releases, at a price below that formerly paid for commercial reproduction.

There have been other developments which have had impacts on either prospective income or on costs. For example, one of the side effects of the method of composition now used is a redesign of the format of the journal, enlarging its page size and moving to a two-column conformation. This will result in incorporating more abstracts per page and fewer pages. This in turn will reduce printing costs, which are based on a per-page price. All copy for Vol. VI, No. 1 has been sent to the firm handling composition and there has been some delay in realizing the desired format. We anticipate that debugging of the computer program--which is the source of the difficulty--will be completed soon and that production time will be greatly reduced in the immediate future.

Discussions originally reported in an earlier progress report with representatives of Abstracts in Anthropology have continued. This has resulted in an agreement to exchange abstracts between LLBA and Abstracts in Anthropology, reducing the duplication of effort without any increase in cost to either organization.

In addition, a tentative arrangement has been reached to exchange advertisements and abstracts with Philosophers Index. This is part of LLBA's continuing effort to build a cooperative network of secondary journals in the area of the language sciences. It is expected that increasing the number of exchanges of advertising between LLBA and other publishers and journals will prove to be of mutual benefit. Discussions in September between LLBA's editor-in-chief, Cyrus R. Sisson, and representatives of the Modern Language Association have resulted in an agreement for the regular exchange of abstracts. This will result in an increased number of citations dealing with language-related studies appearing in the MLA Annual International Bibliography, while reducing LLBA's cost of producing abstracts. In addition, discussion has continued with Mouton (in the Netherlands) which may result in their publication of some classes of abstracts already published in LLBA, supplemented by abstracts of books which will be prepared by LLBA. Expenses are to be underwritten by Mouton, and profits will be shared equally. Arrangements such as this serve to maintain the integrity of the LLBA staff, and contribute to the consolidation of its integral position in the information dissemination network of the language sciences.

4. DISSEMINATION ACTIVITIES

LLBA maintains a continuing, aggressive effort to contact individuals and institutions who might not know of its existence and utility with an eye to increasing its subscription list. Appendix A contains a sample letter which is mailed widely--roughly 10,000 per year are sent out--accompanied by the brochure in Appendix F. Appendix B contains the form of a letter that is sent to the roughly 7500 authors and co-authors of articles and books abstracted each year in LLBA. Appendix C contains the announcement of the publication of the five-year cumulative index; it was mailed to all current subscribers. Appendix D notified subscribers of changes in LLBA, including the larger format, the addition of the indices to each issue, the annual index, and the price increase. And Appendix E contains the materials sent to other publishers, as a means of promoting advertising exchanges or paid advertising in the journal. About 800 sets of such materials are mailed each year.

5. CAPITAL EQUIPMENT ACQUISITIONS

In December 1971, LLBA began leasing a Magnetic Card Selectric typewriter for use in connection with the new composition arrangements that have been made. While this does not represent an acquisition, it does constitute a new piece of equipment that is regularly used in producing the journal.

6. DATA COLLECTION

None

7. OTHER ACTIVITIES

None

8. STAFF UTILIZATION

The Project Director devotes about 5% of his time to affairs of the journal, at no cost to the project. In addition, a full-time operator of the MCST was added to the staff in December 1971. This move had the effect of freeing members of the editorial staff from some proofreading required under former arrangements, and so contributed indirectly to the imminent elimination of editorial time-lag.

9. CERTIFICATION

Lee R. Beatty
Signature of
Contract Officer

April 26, 1972
Date

Frank McKim
Signature of
Project Director

April 25, 1972
Date

APPENDICES

APPENDIX A



THE UNIVERSITY OF MICHIGAN
LANGUAGE AND LANGUAGE BEHAVIOR ABSTRACTS

CITY CENTER BLDG. (2ND FLOOR)
220 E. HURON STREET
ANN ARBOR, MICHIGAN 48108
TEL. (313) 764-0510

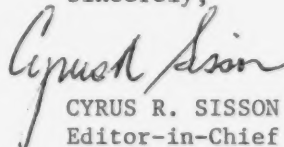
Dear Colleague:

Enclosed is a brochure describing a periodical reference work, Language and Language Behavior Abstracts, which you will find of significant professional interest. LLBA is a quarterly scholarly journal containing summaries of articles dealing with the nature and use of language. It owes its existence and continuing expansion to the trust and financial support it has received from the United States Office of Education, The University of Michigan, and the National Library of Medicine. Each issue contains 1500 abstracts of articles selected from journals and scientific publications printed in 32 languages and originating in 38 countries.

English language articles are processed at The University of Michigan and English abstracts of foreign language articles are prepared in Paris, France. Thanks to the cooperation of scholars, researchers, and educators throughout the world, LLBA provides rapid and accurate access to the world's literature in language and language behavior--access not available anywhere else at any price. Each abstract published includes the original title together with its English translation, complete identification of the source, and a comprehensive summary of the article. Every issue contains four separate indices: author, subject, source publication, and book review. A cumulative index is sent to each subscriber.

In case you do not already have access to LLBA, a form is enclosed so that you or the institution with which you are affiliated may subscribe. Thank you for your cooperation.

Sincerely,


CYRUS R. SISSON
Editor-in-Chief

CRS:lgp

Enclosure

APPENDIX B



Appendix B

THE UNIVERSITY OF MICHIGAN
LANGUAGE AND LANGUAGE BEHAVIOR ABSTRACTS

CITY CENTER BLDG. (2ND FLOOR)
220 E. HURON STREET
ANN ARBOR, MICHIGAN 48106
TEL. (313) 764-0510

Dear Colleague,

One of your articles is summarized in the current issue (1971, Volume V, Number 1) of Language and Language Behavior Abstracts. If you do not already have access to LLBA you will be interested in the enclosed description of this unique reference work.

The purpose of LLBA is to assist scholars and researchers interested in any aspect of language to keep abreast of the latest developments in their fields, particularly those developments which are reported in publications of limited distribution in the countries where they live and work. The publications from which we abstract articles originate in forty countries and are originally published in more than twenty-five languages.

A form is enclosed so that you or the institution with which you are affiliated may subscribe to LLBA. Thank you for your cooperation.

Sincerely,

Cyrus R. Sisson
Cyrus R. Sisson
Editor-in-Chief, LLBA

CRS:lgp

Enclosure

APPENDIX C



THE UNIVERSITY OF MICHIGAN
LANGUAGE AND LANGUAGE BEHAVIOR ABSTRACTS

CITY CENTER BLDG (2ND FLOOR)
220 E. HURON STREET
ANN ARBOR, MICHIGAN 48108
TEL (313) 764-0510

Dear Subscriber:

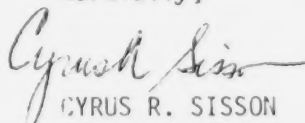
The overwhelming increase in the numbers of articles published in the several disciplines concerned with language has made Language and Language Behavior Abstracts somewhat cumbersome to consult. When LLBA first appeared in 1967, it contained between 500 and 700 abstracts per issue. Now the abstracts are more numerous (approximately 1500 per issue), lengthy, and informative; the number of pages in recent issues reflects this fact.

In response to large numbers of requests, and in order to satisfy the continuing need for rapid, comprehensive, and accurate access to the wealth of important information included in this unique reference work, The University of Michigan is proud to announce the early 1972 publication of a 1200 page, two volume cumulative index to the first twenty issues (1967-1971) of LLBA. Incorporated within this invaluable key to the world's literature concerning the nature and use of language will be a comprehensive author index, and extensive subject index to the 17,000 abstracts which appeared by the end of 1971, a listing by senior author and book title of every book review abstracted, and an up-to-date listing of every publication from which one or more articles has been abstracted in LLBA. Title changes of these publications, current subscription addresses, identification of those which have ceased publication, and the number of articles abstracted from each source will be characteristics of the index to the source publications. Thus, the cumulative index will make access to the abstracts more immediately and accurately available, and it will provide incomparable information about the relevancy and productivity of the 1,000 publications screened for users of LLBA.

The two-volume cumulative index is priced at \$60 a set.

I am sure you will agree that this index will greatly enhance the value and utility of your copies of LLBA.

Cordially,


CYRUS R. SISSON
Editor-in-Chief

APPENDIX D



THE UNIVERSITY OF MICHIGAN
LANGUAGE AND LANGUAGE BEHAVIOR ABSTRACTS

CITY CENTER BLDG. (2ND FLOOR)
220 E. HURON STREET
ANN ARBOR, MICHIGAN 48108
TEL. (313) 764-0510

Dear Subscriber,

With the appearance in early 1972 of the two-volume index to the first twenty issues (1967-1971) of *Language and Language Behavior Abstracts*, an era has ended and another begins.

Effective with Volume VI (1972), the format of *LLBA* will undergo extensive modification to make it more readable, easier to consult, and more useful to the serious scholar interested in language behavior. While a minimum time lag will be maintained between the publication of an original article and the appearance of its abstract in *LLBA*, improvements in the composition and typesetting of each issue will insure that it arrives in the hands of the subscribers weeks earlier than in the past.

In addition, each subscriber will receive a cumulative, separately published annual index starting with Volume VI. It goes without saying that the production of four issues *plus* a separate annual index will result in increased costs. In order to meet these costs, a supplementary charge of \$15 will be added to the subscription rates of both individuals and institutions. The total cost of *LLBA*, starting with Volume VI, will be \$30 and \$60 for individuals and institutions respectively. Please note, however, that this is not a simple price increase. The cost of producing the abstracts remains the same. The additional charge covers the expenses of the following innovations:

LARGER SIZE: the journal will be increased in size from 6 x 9 to 7 3/4 x 10 1/4. This will mean more abstracts per page—fewer pages per issue—for ease of handling.

SUBDIVISION OF TABLE OF CONTENTS CATEGORIES: the section "Psycholinguistics," for example, will contain the following subcategories—Theories and Models, Language and Cognition, Syntactic Processing, Semantic Processing, Connected Discourse.

ISSUE INDICES: each issue will contain the *Table of Contents* including its subdivisions; *abstracts in numerical order*; *author name index* including complete first name and initials, if available in the source journal; the complete address of the senior author, and where appropriate, of a junior author to whom reprint requests should be addressed; the *number of abstracts* selected from each source publication; a reference to abstracts of all *book reviews* listed by author and title of the book reviewed; and a *brief subject index* consisting of index heading terms and abstract numbers.

In the **ANNUAL INDEX** will appear a consolidation of each of the four indices (author, number of abstracts per source publication, subject, and book review) except that the annual subject index will consist of index heading terms, *descriptive phrases for each abstract*, and abstract numbers.

Thus, starting in 1972, *each issue will contain four indices, and an annual, separately published, cumulative index* will be sent to each subscriber. I am sure you will agree that these changes will make *LLBA* an extremely valuable periodical reference work. A form is enclosed for your convenience in resubscribing.

Cordially,

Cyrus R. Sisson
Editor-in-Chief

APPENDIX E

Have You Considered Advertising In

**LANGUAGE
AND
LANGUAGE
BEHAVIOR
ABSTRACTS?**

Here are some of the advantages offered by this unique quarterly reference work which make it attractive to many of our advertisers:

- a. **Primarily Institutional Subscribers**—the ratio is five-to-one which means that each issue is consulted by a number of serious users—librarians, professors, students—individuals who purchase books, periodicals, and educational materials, in order to keep abreast of developments in their language-related fields;
- b. **International Coverage**—many of our readers in over 50 countries depend on *LLBA* as their primary source of information about publications of limited distribution in the countries where they live and work;
- c. **Multidisciplinary Appeal**—twenty-five disciplines covered—as widely divergent as Linguistics and Pediatrics, Sociolinguistics and Audiology, Psychology and Communication Sciences;
- d. **Current Coverage**—each issue contains approximately 1400 abstracts of all relevant articles received in our offices up to one month prior to our publication date.



THE UNIVERSITY OF MICHIGAN
LANGUAGE AND LANGUAGE BEHAVIOR ABSTRACTS

CITY CENTER BLDG. (2ND FLOOR)
220 E. MURON STREET
ANN ARBOR, MICHIGAN 48106
TEL. (313) 764-0510

TO: Publishers of Language and Language Behavior Materials

FROM: Cyrus R. Siason
Editor-in Chief, Language and Language Behavior Abstracts

The University of Michigan is currently accepting advertising to be included in Language and Language Behavior Abstracts, a unique quarterly reference work containing summaries of articles on the nature and use of language. LLBA includes abstracts of articles from the following 25 disciplines:

Anthropology	Philosophy
Applied Linguistics	Phonetics
Audiology	Physiology
Clinical Psychology	Psychiatry
Communication Sciences	Psycholinguistics
Education	Psychology
Gerontology	Rhetoric
Laryngology	Semiotics
Linguistics	Sociolinguistics
Neurology	Sociology
Otology	Speech
Pediatrics	Speech Pathology
Pharmacology	

This broad multidisciplinary journal offers an unusual opportunity for the advertising of scholarly publications to over 1200 institutions and individuals in more than 50 countries. (See reverse)

LLBA accepts paid commercial advertisements at the rate of \$100 per issue for a full-page advertisement and \$50 per issue for a half-page advertisement. There is a 10% reduction for advertising appearing in four consecutive issues.

Enclosed is a copy of the specifications for publicity to be included in LLBA. Advertisements should be submitted exactly as they are to appear. No change can be made since they are reproduced by photo offset techniques. For a full-page advertisement, the measurements contained in the enclosed specifications should be doubled.

Individuals and/or institutions from the following countries
subscribe to Language and Language Behavior Abstracts

Australia
Austria
Belgium
Bolivia
Brazil
Bulgaria
Canada
The Congo
Czechoslovakia
Denmark

Eire
Egypt
Finland
France
East Germany
West Germany
Ghana
Guatemala
Hong Kong
Hungary

India
Iran
Israel
Italy
Japan
Lebanon
Mexico
Mozambique
The Netherlands
New Guinea

New Zealand
Nigeria
Norway
Peru
The Philippines
Poland
Portugal
Romania
Singapore
South Africa

Spain
Sweden
Switzerland
Taiwan
Tanzania
Thailand
Turkey
Uganda
United Kingdom
 England
 Northern Ireland
 Scotland

USSR
Venezuela
Yugoslavia



THE UNIVERSITY OF MICHIGAN
LANGUAGE AND LANGUAGE BEHAVIOR ABSTRACTS

CITY CENTER BLDG. (2ND FLOOR)
220 E. HURON STREET
ANN ARBOR, MICHIGAN 48108
TEL. (313) 764-0510

Dear Sirs:

A summary of a review of one of your books appears in the issue of Language and Language Behavior Abstracts currently in preparation. This book review was originally published in one of the nearly 1000 periodicals from which we abstract articles on the nature and use of language.

LLBA is a scholarly quarterly reference work with individual and institutional subscribers in over 50 countries who are vitally concerned with keeping abreast of the latest developments in the 25 disciplines we cover. Many of these subscribers depend on LLBA as their primary source of information concerning textbooks, periodicals, and reference works published in countries other than their own. We do not review books themselves; we publish summaries of book reviews which appear in other journals and we accept paid advertising for scholarly publications.

By advertising your publications in LLBA, you will no longer have to wait for book reviews to be published to attract the attention of potential purchasers. Furthermore, many of the subscribers to LLBA may not have access to some of the periodicals in which reviews of your publications appear. Finally, LLBA is a comprehensive multidisciplinary reference work which will be repeatedly consulted long after its date of publication thus calling attention to your publications over an extended period of time.

We sincerely hope that we may be of service to you in the international dissemination of advertisements of your latest publications.

Cordially,

Cyrus R. Sisson

CYRUS R. SISSON
Editor-in-Chief, LLBA

APPENDIX F

LLBA

LANGUAGE AND LANGUAGE BEHAVIOR ABSTRACTS

This scholarly quarterly reference work, which first appeared in January, 1967, provides access—comprehensive, current, selective—to the world's literature in language and language behavior

- whatever the disciplinary focus
- whatever the country of origin
- whatever the language in which it is written

Under the auspices of The University of Michigan, *LLBA* publishes informative English language summaries of articles as a service to all researchers and practitioners in the various disciplines concerned with the nature and use of language.

LLBA is **COMPREHENSIVE**—almost one thousand publications (periodicals, progress and technical reports, occasional papers, monographs, and conference proceedings) in some thirty languages are now regularly screened.

LLBA is **CURRENT**—each issue contains approximately 1500 abstracts of all relevant articles received within the three-month period which ends one month prior to the date of publication.

LLBA is **SELECTIVE**—

It exhaustively covers articles that report:

- a. studies in which the independent or dependent variables, or both, are verbal;
- b. studies whose experimental design parallels that employed in language studies;
- c. general theoretical contributions in twenty-five disciplines; and
- d. studies influenced by these theoretical contributions.

It generally excludes articles that report:

- a. studies in any of the twenty-five disciplines that are not of interest to scholars working in any of the other disciplines;
- b. studies primarily of a popular rather than a scholarly nature; and
- c. studies whose interest is primarily historical.

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